



IARI *reporter*

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THREE NEW IARI STUDIES TO BE PUBLISHED THIS YEAR

As part of the Institute's program for increasing the flow of research projects, three significant studies will be published during 1961.

The much-awaited "Establishing and Maintaining Direct Mail Lists" will present case histories describing procedures followed to insure currency, accuracy and completeness of lists for various size companies. Additional information on applications of electronic printers and computers has been gathered to bring this study abreast of the technological changes now being made to automate mailing list operations.

"Techniques and Standards of Mailed Readership Questionnaires" will compare check list, cover picture and write-in surveys against personal interviews. Equally important to the findings which rank these techniques are the readership habits uncovered by this study of four publications involved.

"Use of Market Evaluation Data in the Advertising Plan" is designed to show how full advantage can be taken from available information known about a product's market. Based on case histories, this report will describe how market data obtained from sales records and from agency, publisher and government services can be developed into effective advertising.

In addition to the above, another interim report on "A Statistical Study of Copy Characteristics" will be released. This report will summarize the further exploratory work being done to determine those layout and copy factors which are likely to provide high ad scores for a particular publication.

Also, it is anticipated one or more interim reports about the Repeat Ad Study will be released. (Please see Page 3 for further information.)

WHAT TO DO BEFORE LAUNCHING A NEW PRODUCT

If your ads are aimed at getting action to write for further information about your new product--make sure you are organized to follow through with an effective inquiry-handling system.

Using IARI's Report #1, "Methods for Handling and Evaluating Industrial Advertising Inquiries," as a guide, Yale J. Holt, sales manager for Globe Industries, set up a system that paid off when a new flat motor was introduced. Of the 7,500 requests for detailed information within a 10-month period, Globe had orders for 13,000 motors and many more in the negotiation stage.

At first, Globe's sales representatives resisted the idea of "following up" a host of inquiries. But within a few months nearly all had sold one or more orders to people they didn't know before.

You, too, can make sure every inquirer gets what he asks for and the attention he wants by following the twelve basic requirements of an effective system described in IARI's Report #1.

NEW AIA-IARI LIAISON REPRESENTATIVE FOR PITTSBURGH CHAPTER

Shelton F. Johnson, Manager, Apparatus Advertising for Westinghouse, has succeeded B. W. S. Dodge who recently was transferred with Gulf's advertising department to Houston. In addition to his new capacity, Mr. Johnson is Project Council Chairman for the Institute's planned study, "Measuring the Effectiveness of Direct Mail."

TALENT & EXPERIENCE--TWO FACTORS FOR BETTER MARKETING MANPOWER. CAN YOU NAME TWO MORE?

If you named the motivation factor each key man provides in his specific assignment, then you're half way to the answer. Perhaps an even more important consideration is his capacity for cooperating with others taking part in the total marketing effort.

For a full discussion of the personnel question in present-day industrial marketing, see Chapter III of IARI Report #8, "How to Coordinate Industrial Sales and Advertising."

REPEAT AD STUDY
OFF TO GOOD START
--BUT MORE TEST ADS ARE NEEDED

More than seventy five advertisers have entered test ads or are now arranging to participate in the Repeat Ad Study. Since the great majority of these test ads have been scheduled for cycles beginning in January and February, it is planned to release an interim report on the results of this preliminary testing during the Summer.

Testing cycles for many of the publications will be continued throughout the year--and it is anticipated there will be an increase in the number of applications to participate now that many advertisers are finalizing their space schedules for 1961. 60 publications and 13 readership services are giving their full support to this important project and it is hoped that advertisers and agencies will make every effort possible to take advantage of this opportunity. The greater the number of test ads in the various publications and cycles offered the more meaningful the study will be.

Omitted from the listing of cooperating publications released in November is Textile Industries studied by Ad-Gage. Testing may be done on an every other month basis (Cycle B) beginning with the April or June issues.

WHAT WAS THE DEPRESSANT FACTOR
IN THIS UNUSUAL TRADE SHOW EXHIBIT?

This exhibit made use of closed-circuit TV to demonstrate the versatility of a heavy crane in action several miles away from the exhibit hall. A further interest-arousing feature was an intercom between the hall and crane so that visitors could phone orders to the operator and then watch the results. What went wrong?

You can solve this by asking yourself what orders you would give the crane operator. Too many visitors to this display were left asking the same question because they couldn't project themselves into the unfamiliar role of the man at the controls of a huge crane.

IARI suggests ways to head off situations like this in a volume every displayer should own--IARI Report #7, "How to Get More Value from Trade Show Exhibits."

See next page for listing of new IARI subscribers.

TEN NEW SUBSCRIBERS
ADDED TO IARI MEMBERSHIP

The Institute welcomes the following companies and their official representatives who entered their subscriptions during November and December:

The Gates Rubber Company, Denver
Robert E. Holwell, Director of Advertising

McDonald-Thompson, Inc., San Francisco
Roy M. McDonald

The McKay Machine Company, Youngstown
R. C. Wallis, Manager, Advertising & Public Relations

Microdot Inc., South Pasadena
Paul Bertness, Manager, Advertising & Public Relations

The Oil and Gas Journal, Tulsa
Mitchell Tucker, Vice President

Duncan Scott & Company, San Francisco
Charles S. Harrison

Smith-Douglass Company, Inc., Norfolk
Thurman W. Worthington, Advertising Assistant

W. R. C. Smith Publishing Company, Atlanta
Richard P. Smith, President

Standard Rate & Data Service, Inc., Skokie, Illinois
Phillip W. Wenig, Vice President - Research

Wilkerson Corporation, Englewood, Colorado
Robert C. Wisser, Advertising Manager

